



Contract #	863060
Schedule Dates	10/27/12-10/28/12
Advertiser	National Rifle Association (395333)
Agency	American Media Advocacy (9204)
Product	Political - US President (1174)
Brand	Democrat (Anti) (177520)
Salesperson	Blair, Cheryl (2205)
Sales Office	TeleRep - Philadelphia
Buyer Name	MEDIAASSISTANT,AMAG
Phone/Fax	(800) 672-3888 /
CPE	137/490/3388
Account Types	National/Political PAC - Agency
Billing Type	Weekly/Irregular
Comments	NRA 10/22 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered	10/19/12
Last Modified	10/19/12
Entered By	Penne Marsh
CO-OP	No
Headline #	06385275
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$1,237.50
Net Total	\$7,012.50
Sales Tax	

NORTON (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Oct. 2012	4	\$8,250.00
Grand Total:	4	\$8,250.00

[illegible]

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WVEC Norfolk	Date: 10/22
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I, Jonathan Ferrell
do hereby request station time concerning the following issue:

National Rifle Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As Ordered					

Total Charges: 7,012.50 Net

This broadcast time will be used by: National Rifle Association

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☐ No

863060

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

The Natl Rifle Assoc Political Victory Fund

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/22 *John Full* 703-683-4877
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Penne Marsh Penne Marsh NSC
Signature Printed Name Title